

## Marketing Plan – The Budget\*

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### Advertising

### Budgeted Amount

Print Advertising	_____
Broadcast Advertising	_____
Billboard Advertising	_____
Other Media	_____
Production & Placement	_____
Brochure Production	_____
Brochure Printing	_____
Other	_____
Total Advertising Expenses	_____

### Public Relations

Printed Materials	_____
Postage	_____
Photography	_____
PR Telephone	_____
Familiarization Trips	_____
Other	_____
Total Promotions/Public Relations	_____

### Trade and Travel Shows

Trade Show Registration	_____
Trade Show Expenses	_____
Travel Show Registration	_____
Travel Show Expenses	_____
Other	_____
Total Trade and Travel Show	_____

### **Special Projects**

Website Development	_____
Special Events	_____
Direct Mail	_____
Other Special Projects	_____
Total Special Projects	_____

### **Administration**

Telephone	_____
Office Supplies	_____
Office Equipment	_____
Postage	_____
Conferences	_____
Equipment Maintenance	_____
Dues & Subscriptions	_____
Rent	_____
Salaries, Taxes and Benefits	_____
Other	_____
Total Administration	_____

**Total Fiscal Year Marketing Budget** \_\_\_\_\_

\*The outline above is only intended as a starting point, and should be modified as much or as little as you need to. Also, it is not your daily working budget, only the budget that appears in your marketing plan. You will want much more detail in the budget that you present to your board and your auditors.